



**USAID**  
আমেরিকার জনগণের পক্ষ থেকে



**World Vision**

## NOBO JATRA - NEW BEGINNING

USAID's Development Food Security Activity

## Newsletter

ISSUE-9 |

October – December  
2018

### Introduction

2019 is an ambitious and exciting year for Nobo Jatra - with many of our activities already showing tangible results in the lives of vulnerable communities in south west Bangladesh. Compelling data from our Ultra Poor Graduation model shows that 34% of women have graduated from extreme poverty and increased monthly income by 42%, productive assets have increased by 34% and 86% of households are using a safe drinking water source. Equally, our Citizen Voice and Action efforts have culminated in 25% of Community Clinics in Nobo Jatra working areas improving infra structure and basic services including availability of medicines, safe drinking water and latrines.

We have celebrated a number of international and national days over the first quarter of 2019 - and I am delighted that Food for Peace have featured our 'Marriage not before 18' campaign through social media platforms during the 16 Days of Activism. Our combined efforts have resulted in Nobo Jatra stopping 175 child marriages and as a major feat, over half these children are back in full time education, involved in community based Life Skills Education or participating in income generating activities facilitated by Nobo Jatra.

Our aim is to empower communities to be healthier and attain greater self reliance in the long term. As always, we keep the focus on our valued and resilient participants, with special emphasis on women and children under 2.

**Rakesh Katal**  
Chief of Party  
Nobo Jatra – New Beginning



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# Nobo Jatra at a glance

October – December 2018

## MCHN



**13,998** Pregnant and Lactating Women received Conditional Cash Transfers

**26,101** Cu2 reached via Growth Monitoring Promotion

**10,831** Children received Micro Nutrient Powder

**13,340** Households visits and **2,889** courtyard sessions for nutrition counseling

**2,19** Pregnant women, **13,158** lactating women and **8,313** Gatekeepers provided MAMA messages. **210,073** voice messages delivered

## Gender



**4,192** Male engagement participants

**2,685** LSBE participants

**83** Youth facilitated to get technical skill training from Government

## Good Governance & Social Accountability



**169** Union Standing Committee activated

**622** VDCs monthly meeting facilitated

**460** VDCs reviewed Community Development Plans

## WASH



**60** New water points installed and 5 rehabilitated

**4,199** People gained access to basic drinking water services

**1,082** People gained access to sanitation services

**4,664** Participants reached through WASH SBCC

## Agriculture & Livelihoods



**2,805** Ultra-Poor Graduation participants received Cash Grants of \$188 each for business startup

**5,662** Ultra-Poor Graduation participants received CCTs

**3,887** Participants trained in 6 months entrepreneurial literacy

**207** AIGA participants earned \$7,073 through buy-back mechanism with private companies

**2,182** Participants adopted 5 improved technologies, 3 CSA technologies and 3 SUAP compliances.

## Disaster Risk Reduction



**19,420** Community people oriented on DRR

**11,051** Household level disaster preparedness plans

## Day observation

### DAYS



Global Hand Washing Day



National Girl Children Day and Child Marriage Elimination Day 2018



International Day for Disaster Reduction (IDDR)



World Toilet Day



16 days activism to eliminate gender based violence



National Youth Day 2018



Begum Rokeya Day-2018

### STAKEHOLDERS



Students



NGOs



WatSan committees and VDC members



teachers



journalists



Youth groups

### EVENTS



Art competition



Discussions



Rally



Folk songs



Debates



Quizzes



Special class at school



Prize distribution

### VISIBILITY





## Internal and external visits



### Thematic Government Study Tour on Community Clinics and Cash Transfers

Nobo Jatra facilitated a 2 days thematic study tour for senior level representatives of Government, Institute of Public Health Nutrition, Planning Commission and Cabinet Division to observe the impact of Conditional Cash Transfers (CCT) under the Maternal and Child Health and Nutrition (MCHN) component. A team of 6 senior representatives of Government visited Dacope and Shyamnagar sub-districts in South West Bangladesh. In particular, the team appreciated the three stage validation process for beneficiary selection, climate smart agriculture practices, courtyard nutrition sessions with cooking-feeding demonstration, efforts to reduce Severe Acute Malnutrition (SAM) among children through counselling, and strong relationship between Government and Nobo Jatra to identify eligible mothers for Conditional Cash Transfers.

### USAID mission team visit

Nobo Jatra hosted a USAID mission during which delegates were able to visit project working areas and interact first hand with the participants and frontline teams at the helm of activities on ground. The delegation visited a women's Alternative Income Generating Activity (AIGA) group, talked with sub-lead farmers about Climate Smart Agriculture and appreciated the refinements in implementation based on MTE recommendations related to introducing Sub Lead Farmers.

### Civil Surgeon of Satkhira District

Dr. Md. Rafiqul Islam-Civil Surgeon of Satkhira District visited Nobo Jatra's courtyard session in Kaliganj and the Upazila bi-monthly coordination meeting with Nobo Jatra and Government Health Department staffs. This served to showcase Nobo Jatra activities on ground and strengthen coordination with relevant Government stakeholders related to nutrition.



## External Engagement



Nobo Jatra participated in the regional TOPS Knowledge Sharing Meeting '**Food Security Resilience at the Intersection of Development and Emergency**' in Bangkok. Over 3 days, Nobo Jatra participated in sessions focused on Collaborating, Learning and Adaptation, Theory of Change reviews, Mid Term Evaluations, Formative Research in WASH, Cash and

Nutrition, Alternative Livelihoods and Gender and Adaptive Management. Participation in this event served to highlight World Vision's capacity to implement integrated Food Security, Nutrition and Resilience programming by showcasing results, best practices and learnings from an existing Food For Peace activity.



Nobo Jatra attended and participated on a dialogue on "**Let the grassroots speak – localizing SDGs for inclusive development**", organized jointly by the Centre for Policy Dialogue (CPD) and the Oxfam in Bangladesh.

## External Engagement

### Memorandum of Understandings



#### MoU with WaterAid

With the aim to collaborate and advocate for broader impact through partnerships and advocacy with those who share similar goals, Nobo Jatra signed a Memorandum of Understanding with WaterAid Bangladesh. Through this MoU, it is expected that both the organizations will work together to strengthen the advocacy efforts and leverage resources both at national, district and community level in order to bring sustainable changes in the life of vulnerable communities of South-west Bangladesh.

#### MoU with Alive and Thrive

As part of efforts to leverage existing resources and tools, a Memorandum of Understanding (MoU) was also signed between World Vision Bangladesh and Alive and Thrive/FHI360. Under this MoU, Nobo Jatra will utilize Alive and Thrive/FHI360 Government-approved tools and materials to further strengthen social and behavior change on key MIYCN practices. Shared resources include electronic copies of proven effective and Government-approved SBCC materials, posters, guidelines, videos and TVCs. These materials are already in use at field level during GMP sessions, household visits and courtyards sessions.



Nobo Jatra participated in a three day conference for the launch of the government's '**National Social Security Strategy (NSSS) Action Plan**' and Inauguration of the Social Security Programme Review hosted by the Social Security Policy Support Program under the Cabinet Division. Nobo Jatra took part in a panel and leveraged the opportunity to present on the Conditional Cash Transfers, alignment with the NSSS and contribute to the growing evidence base on the digitalization of social safety net programs in Bangladesh. Over the course of three days, Nobo Jatra also partnered with the nodal Ministry of Disaster Management and Relief to showcase relevant work/ good practices in a stall.

## Steering Committee

**3rd Steering Committee Meeting:** The 3rd Steering Committee Meeting took place on 30th October, 2018 with Nobo Jatra's nodal ministry, the Ministry of Disaster Management and Relief and senior representatives from relevant secretariats at the central level.

**Startup workshop FY19:** To further strengthen impact of field level activities, a weeklong FY19 start up workshop was convened with core staff across the Nobo Jatra consortia. The workshop served to promote coordination across all tiers, calibrate targets, strengthen integration and underscore gender, good governance and sustainability as binding themes across all activities.



## Communication and Knowledge Management



Nobo Jatra was one of 5 winners in USAID’s global photo contest in 2018. Winners were announced by Trey Hicks, Director, Food for Peace, Washington and tweeted multiple times by various agencies/departments within USAID and WV USA. One of the retweets by the Food for Peace Director is shown below:



The direct link to the tweet is also here: [https://twitter.com/Director\\_FF-P/status/1067026515953676289](https://twitter.com/Director_FF-P/status/1067026515953676289)



Nobo Jatra won the 1st prize at the Women’s Entrepreneur Fair-2018 in the category

of best entrepreneur development organization. The three day fair was organized by the Upazila Women Affairs Department in Kaliganj with the participation of 20 Government Offices and NGOs, Director-Association for Rights and Peace (ARP), Program Director- Women and Children’s Affairs Ministry, Research and the Upazila Chairman.

Nobo Jatra launched ‘Knowledge Café’ with the objective to create an enabling space where issues/topics relevant to Nobo Jatra will be discussed on monthly a basis. The first ‘Knowledge Café’ focused on ‘towards resilience: household level practices of Nobo Jatra’ .

## VISIBILITY

### Newspaper Coverage

Concerted efforts have focused on building strong rapport with media at the national, divisional and local level. During these period, Nobo Jatra was covered via 18 national, division and local level online and print media for events such as observation of World Toilet Day, 16 Days of activism, Begum Rokeya Day and Global Handwashing Day; distribution of health related materials to community clinic; and events such as UNO’s visit to Nobo Jatra.





## Success Story

### Sabita Sardar, a remarkable role model in south west Bangladesh



*“Eating habits in my household have changed so much. We eat a wide variety of vegetables now – and they taste so much better than before. My children are healthier and doing well at school – my daughter is one of the best students in her class!”*

Photo : Jon Warren

Living in Kaliganj, a remote sub district in south west Bangladesh, Sabita, Narayan, her husband and two children – have always relied on farming as their main livelihood. However, water and soil salinity have severely affected agriculture in the coastal districts of Bangladesh –where Sabita and her family live. Soil salinity has exponentially increased after cyclone Sidr in 2007 and Aila in 2009 and compounded further by rising sea levels, water logging and extensive shrimp ponds which require saline water.

Farmers like Sabita struggled to grow crops and vegetables and usually buy from other districts in Bangladesh. Fortunately, Sabita enrolled as a lead farmer in the USAID supported Nobo Jatra project and received intense 5 days training on agriculture techniques that were saline tolerant, low cost and environmentally sound. Since the training, Sabita has been able to cultivate 25 decimals of land throughout the year and produces brinjal, ginger, chilies, onions, cauliflower, cabbage, pumpkin, potato, tomatoes and carrots. The volume of

produce is more than Sabita and her family have ever had in the past – and after keeping vegetables for household consumption, they are able to regularly sell substantial amounts at local markets. She has earned US\$ 674 by selling vegetables in 2018 whereas her investment was US\$143.

The increase in production is largely due to the new climate smart techniques that Sabita is able to use.

**Income : US\$143**  
**Earned : US\$ 674**  
**Average earning : \$84-\$120**

*‘Now, I use key hole gardening to make sure that saline ground soil does not enter the key hole and affect the vegetables. Tower gardens have also helped increase production – as vegetables can withstand flood water, salinity and drought. I was able to grow 180 bottle gourds in the tower garden last year! Chemicals are not always good for production so I rely on more natural methods – to produce compost from cow dung and sex pheromone traps – which*

*is an organic, natural pest control-method.’*

These techniques are easy to apply, low cost and achieve high yields – a fact that Sabita and her family acknowledge as a catalyst in changing their fate as farmers. Remarkably, Sabita is also nominated as the best woman farmer from Kaliganj upazila for ‘Bangabandhu National Agriculture Award’. Sabita is able to further supplement income from vegetables with aquaculture through the family pond by placing banana tree trunks in the water to absorb salinity from the pond water – thus allowing fish cultivation in a previously saline pond. Remarkable, Sabita is able to earn on average \$84-\$120 per month.







## Highlights

**2**

MOU's signed

**4<sup>th</sup>** Monetization sales  
proceeds received

**8**

National and International days  
observed

Won USAID's global  
photo contest 2018

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